

# Damion Robinson

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Graphics & Media design  
London UK.

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## Hydraulic Fracturing

### A Government Educational Program

Hydraulic Fracturing (Fracking) is a process of extracting gas from shale rocks deep beneath the Earth. A Hydraulic fracking campaign which looks to communicate and educate the local community of the good and bad aspects of fracking.

### Solution

This was designed to be an activist campaign, supporting the “idea” of Hydraulic Fracturing. But, as a process we believe that it causes more harm than good to the people’s community. The notion within the campaign is designed to be tender and aggressive simultaneously; by which, the colours, typefaces and the shared relation between all graphic elements must share a bold disruptive voice. Additionally communicated through the imagery brochures and banner designs. I had the opportunity to construct and lead this project as the team leader.





T shirts

Brochures



Banners



Posters



## MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU WITH A JOB,  
BUT AT THE COST OF YOUR FAMILY  
HEALTH'S.



## MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU A SAFE  
EMPLOYMENT BUT IT CAN ALSO  
CONTAMINATE YOUR WATER WITH  
CHEMICALS.

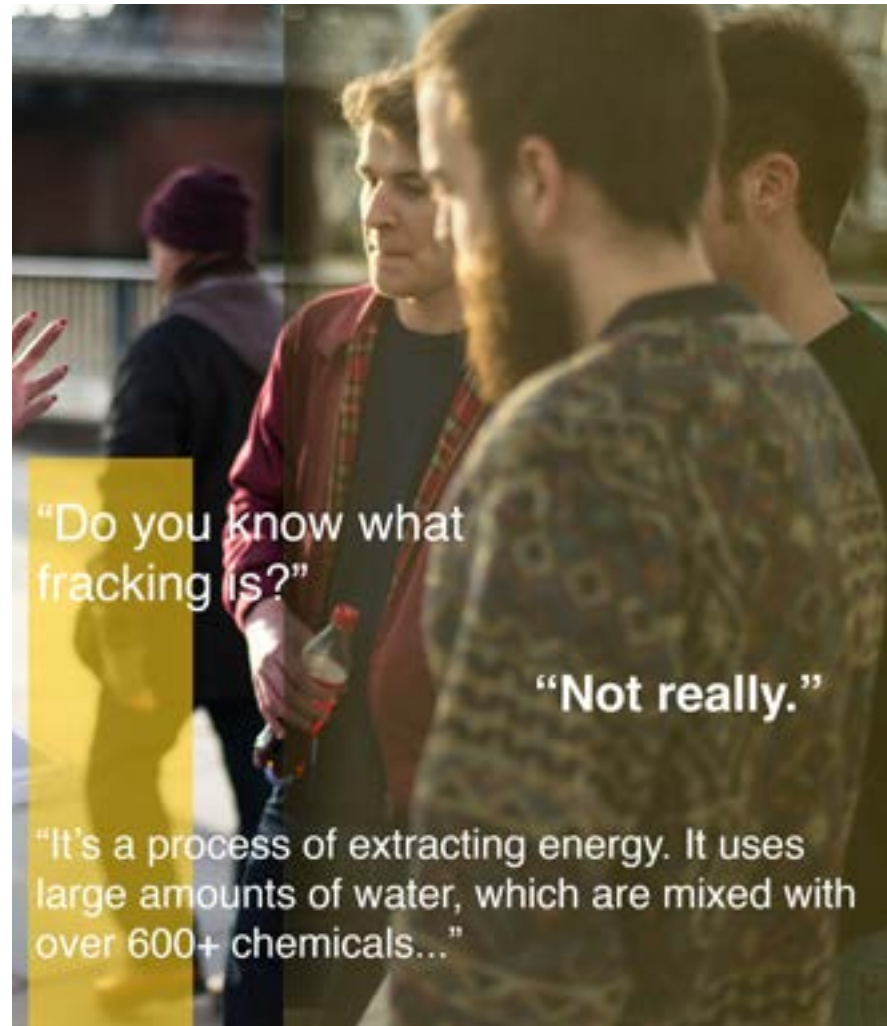


## MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU WITH A JOB,  
BUT AT THE COST OF YOUR FAMILY  
HEALTH'S.







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## Exhibition design

### Hubble Space Telescope 25th Anniversary

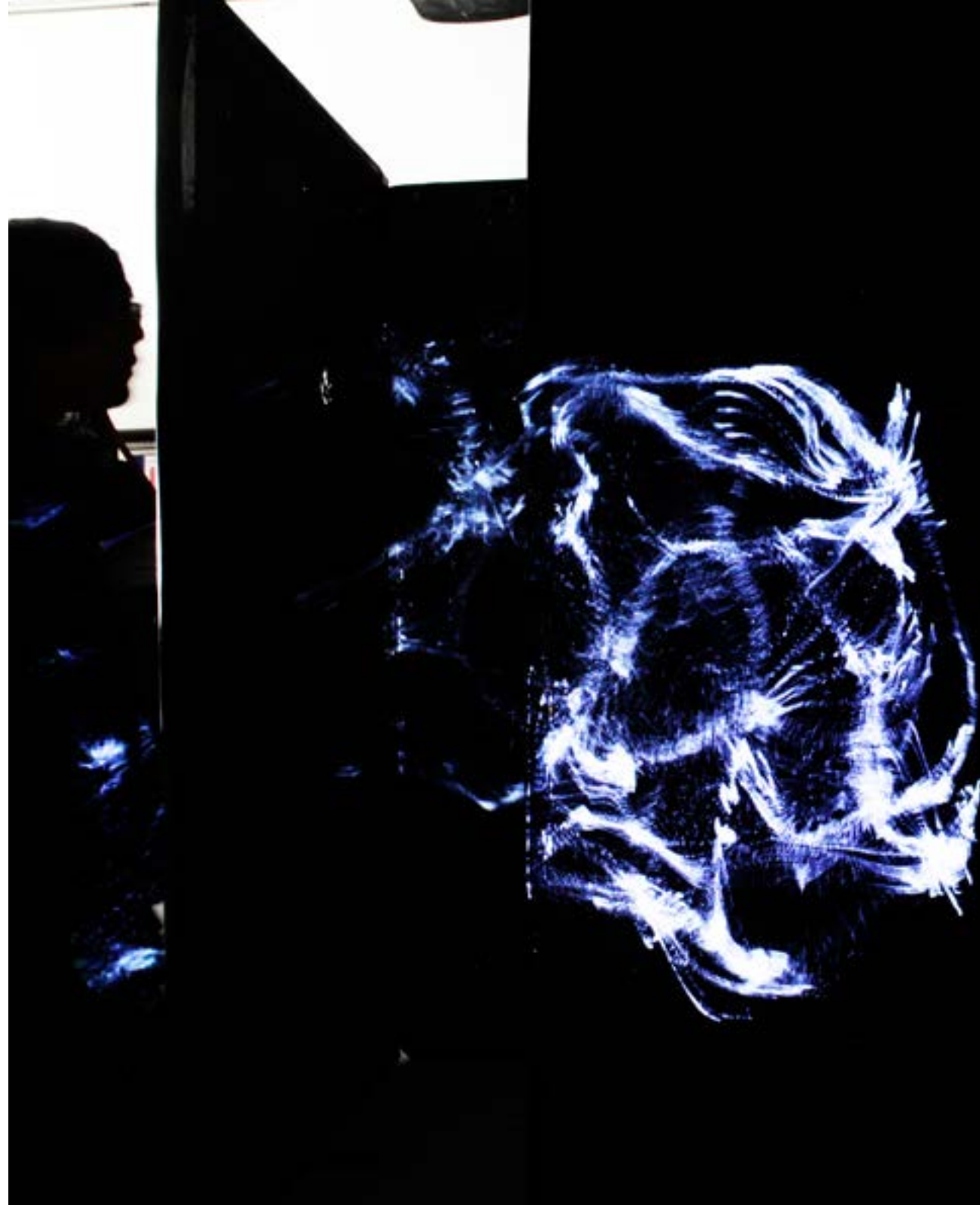
The Hubble exhibition is design to celebrate Hubble's 25th anniversary since launched. The exhibition was designed, focusing on a recent event that occurred on the 11th of December 2015.

### The Brief

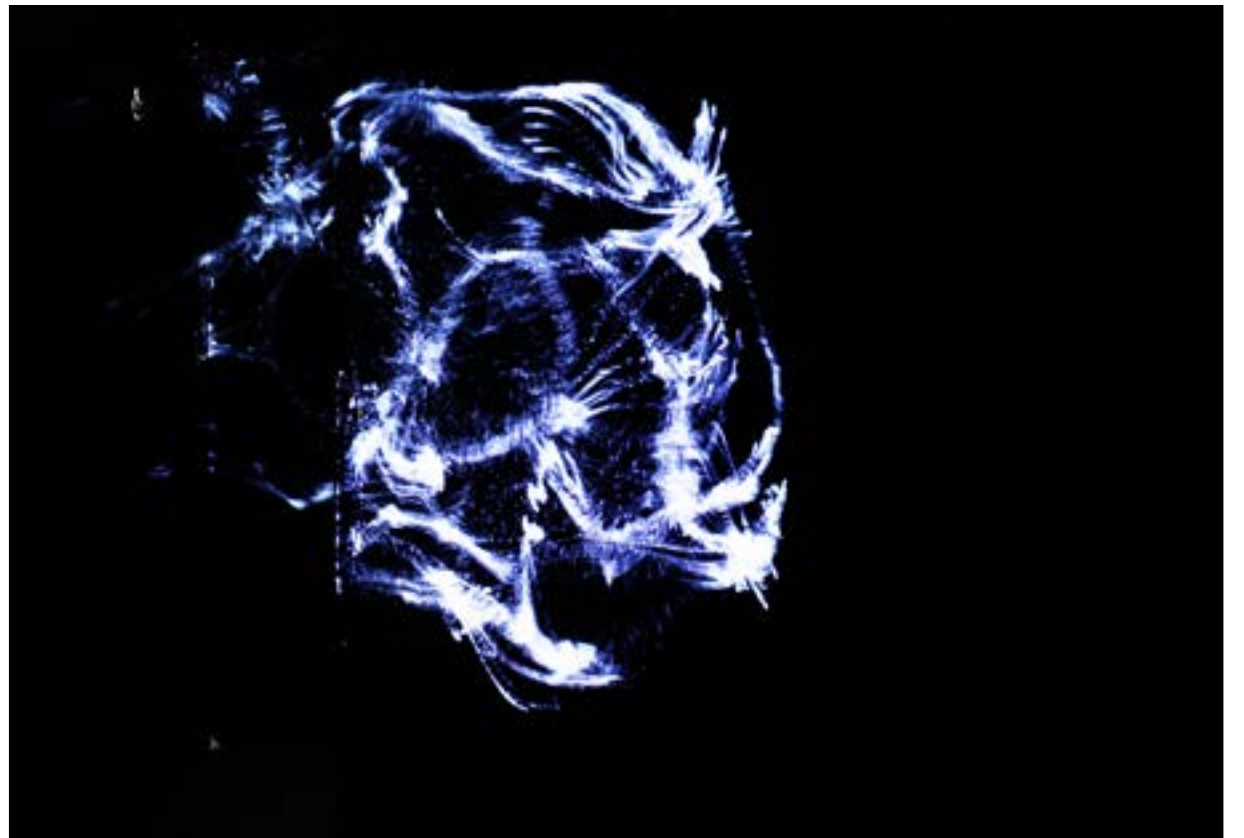
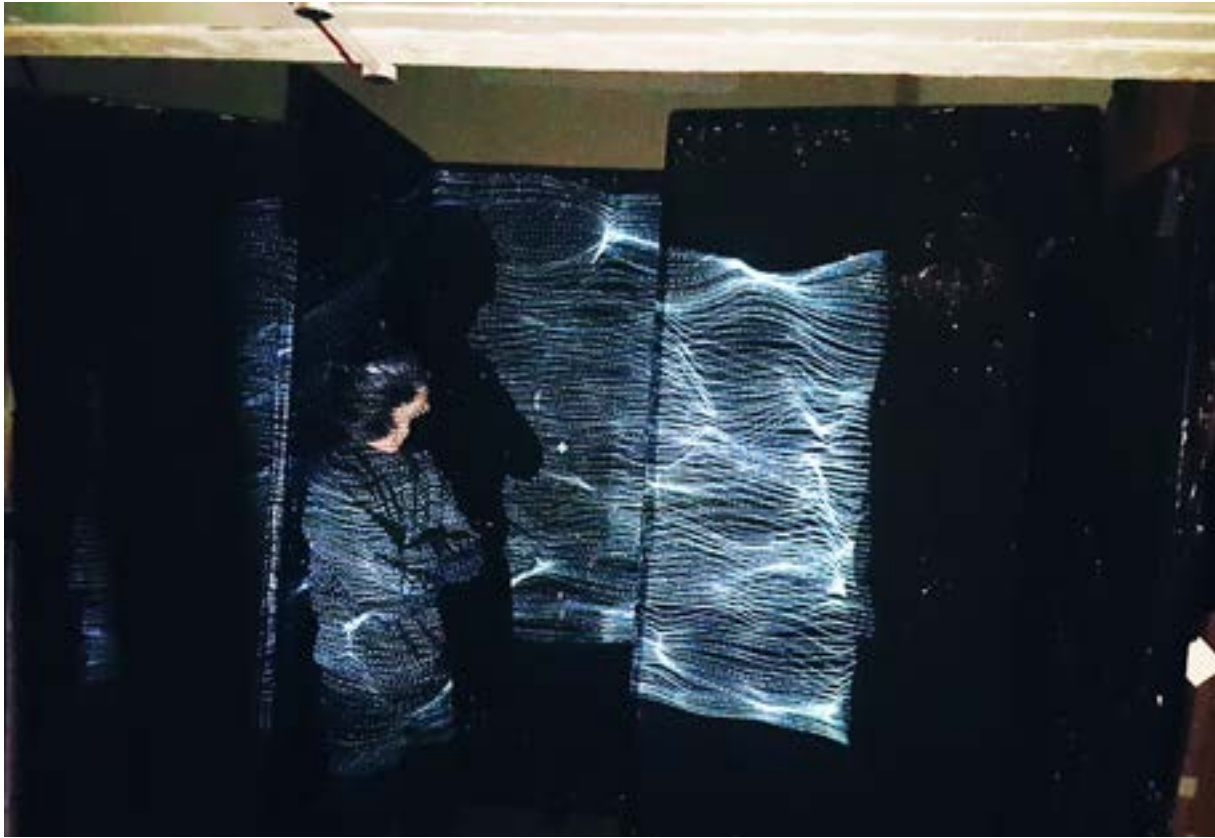
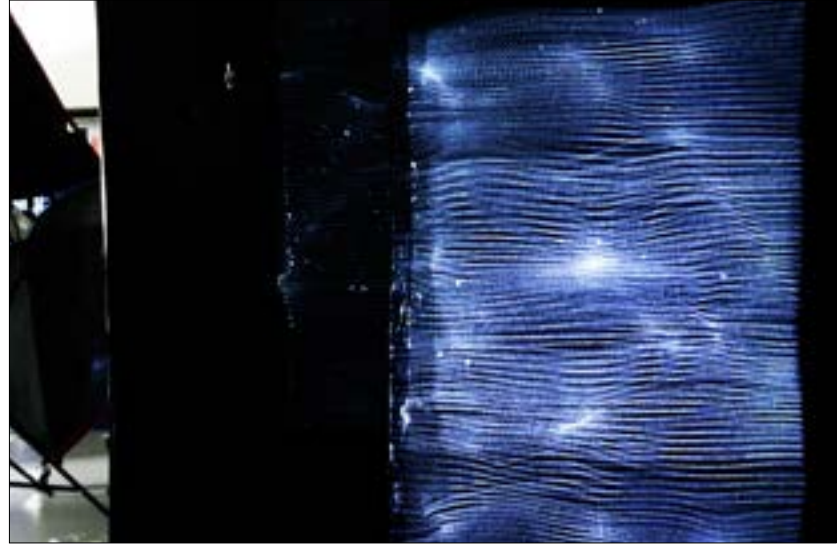
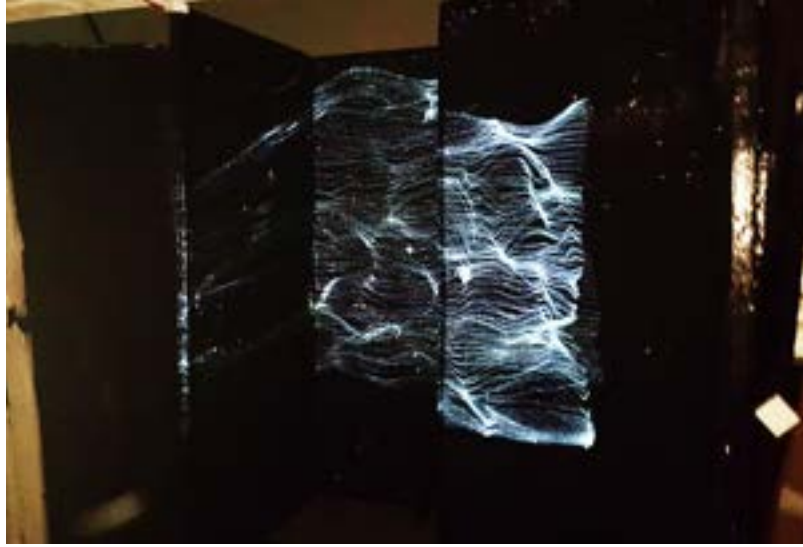
The challenge of the brief, that I wrote was to design and utilised all the scientific information relating to this particular event, due to the fact that there aren't any High resolution images released from NASA.

### Solutions

The solution was to create a linear journey in which multiple interactive environments that relates and demonstrate the notion relating to the event. The environments were coded using processing; additionally, there were designed posters, booklets/ with an insert depicting the appearance of a supernova that cause this event. But also, I had design a modular typeface to compliments the optical illusions with the environments, this was to supported and strengthen the relationship between all graphic elements. All graphic elements are design in relation to the information supported from NASA.

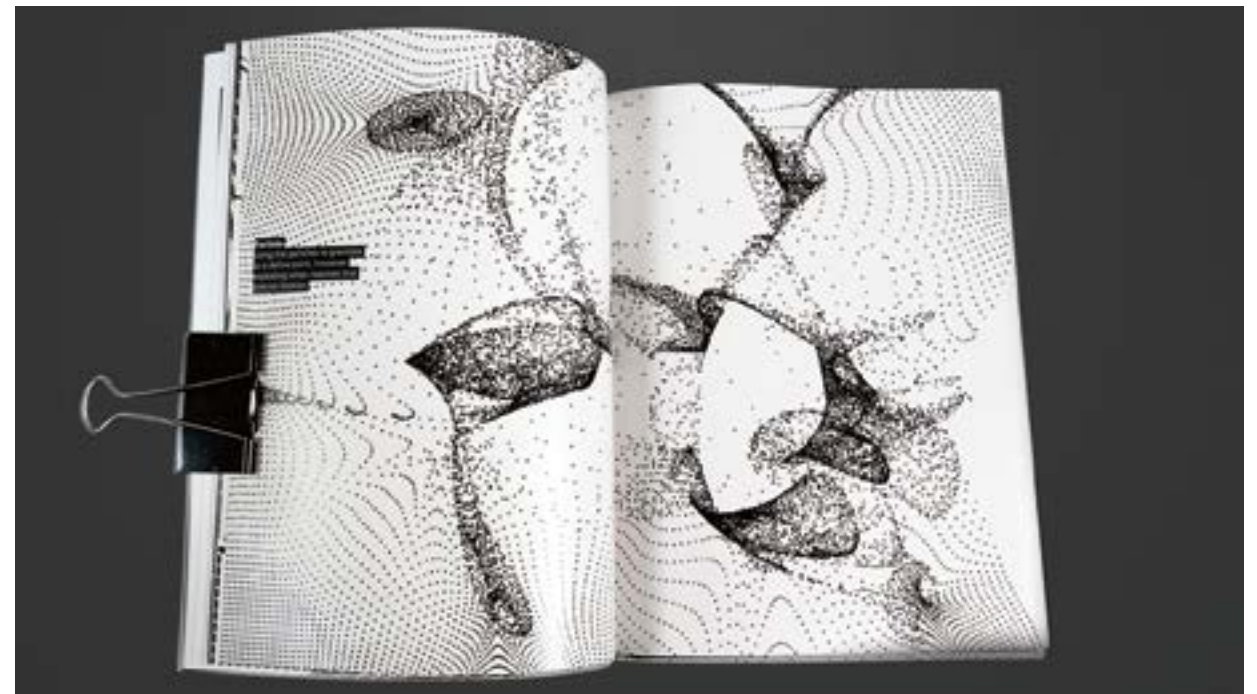
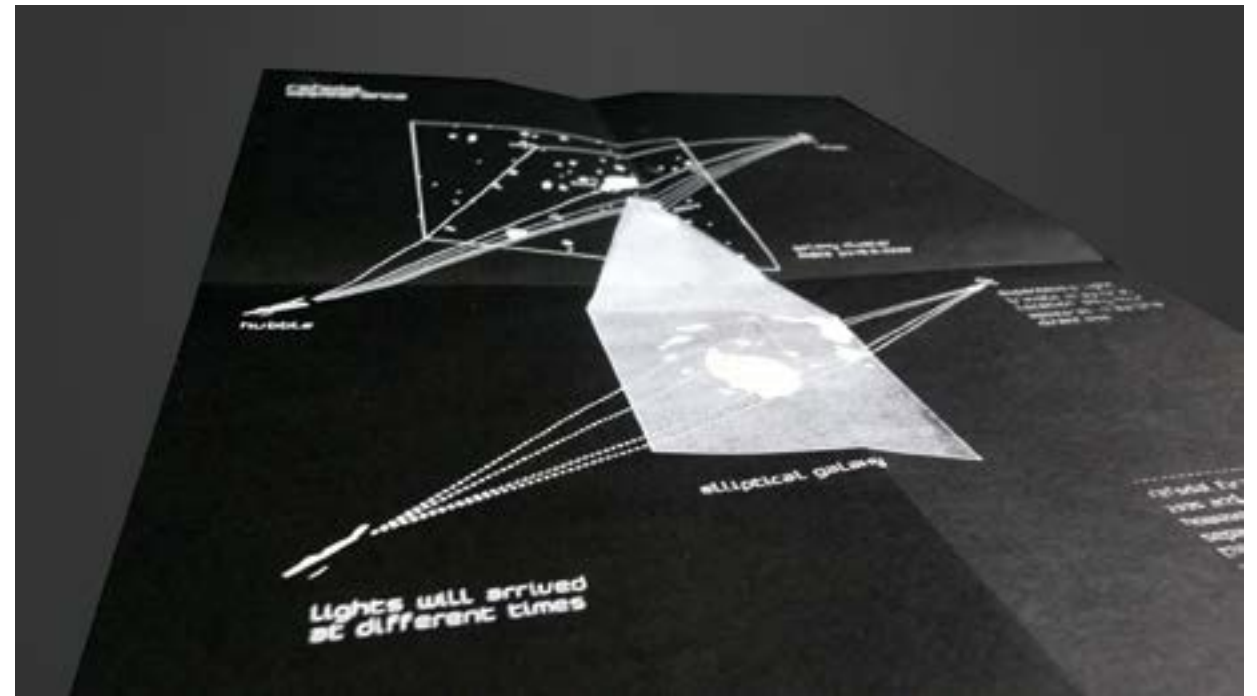
















## Adobe creative suite

### Advertising

The challenge of this brief was to create a poster that demonstrate the power of adobe creative suite. The solution was to designed using both Illustrator, Photoshop and indesign to create an energetic and creative artwork to be display across shopping mall and similar like environments. As these environments are supposedly busy: an artwork was created to capture attention with little to no wording.







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## Critical Mass News

### Green Week Newspaper

Critical Mass was built and design around the student's stories; young people who felt the need to express their concern about the issues they face and subjective matters which would concern everyone else. It was published and distributed throughout the five UAL campuses and various areas within central London. A max of two thousand copy was printed and distributed.







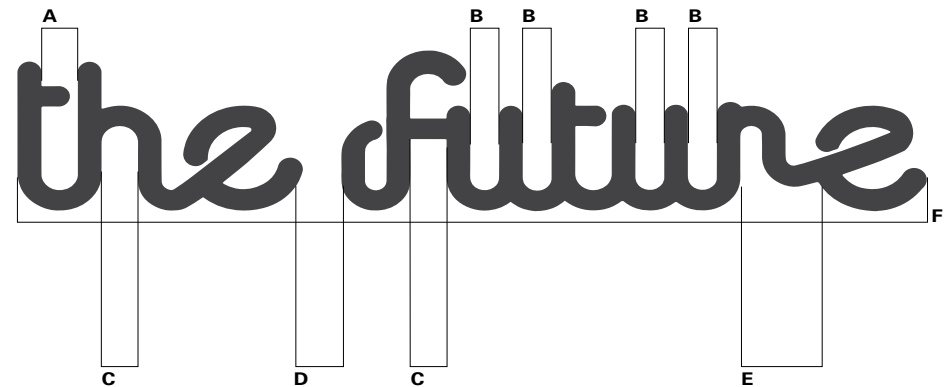
## Identity & information

### Design information for 2016 submit

The challenge of the brief was to design information and an identity for the upcoming submit, that depicts and discussed the “six critical drivers of global change” stated within Al Gore’s book. This was to carefully illustrate the convergence of three chapters in the book.

### Solution

The solution was to design a wall chart that demonstrates the interaction of the three selected drivers of change; depicting the influence of one chapter onto the other. This notion was presented through a time-line... Displaying the human population growth and the consumption of technology, but also how the increase technology consumption affects medical advances, jobs loss and new emerging technologies. From the Gestalt theory and other influences, I had hand drawn a logotype that works and compliment the information that was designed. In Addition to that an identity guideline was then produced for the submit.



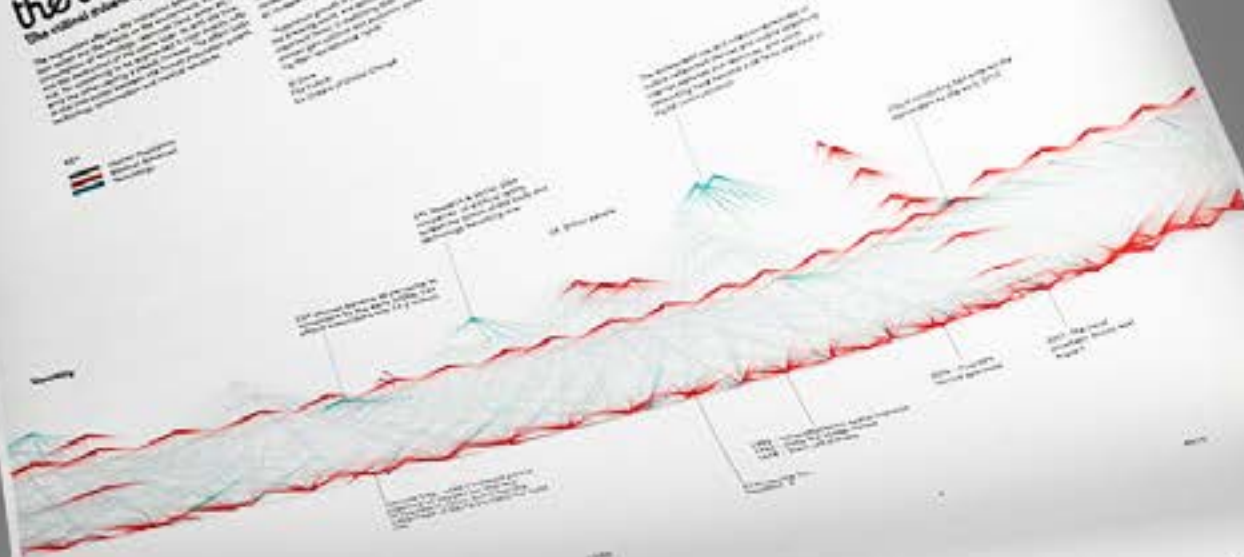
- A 7mm
- B 5mm
- C 8mm
- D 9.5mm
- E 14mm
- F 160mm

## the future

The critical drivers of global change

The world is facing a series of challenges that will shape the future. These challenges are interconnected and will have a profound impact on the lives of billions of people. The challenges include climate change, population growth, and the depletion of natural resources. These challenges are not just environmental issues, but they are also social and economic issues. They are issues that will affect the lives of people in every part of the world. The challenges are also interconnected. Climate change, for example, will have a profound impact on the environment, which in turn will have a profound impact on the economy and society. Population growth will have a profound impact on the environment and the economy. The depletion of natural resources will have a profound impact on the environment and the economy. These challenges are not just environmental issues, but they are also social and economic issues. They are issues that will affect the lives of people in every part of the world.

100%  
100%  
100%



## The Augmented Effect

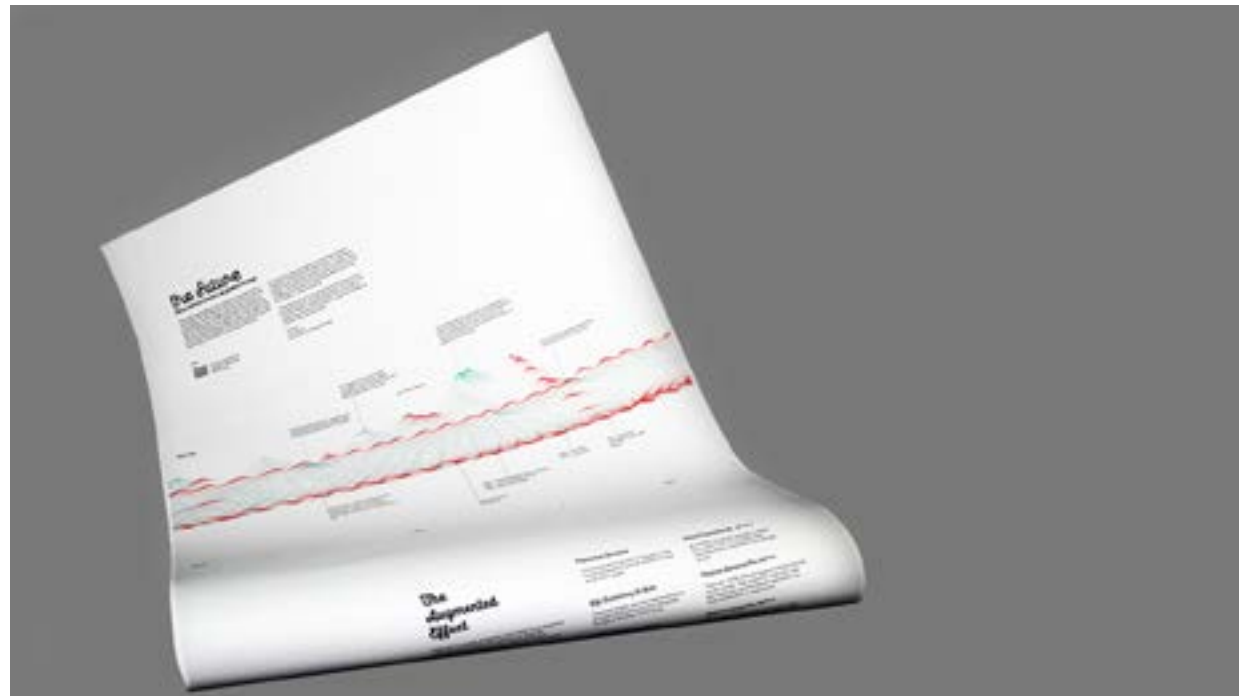
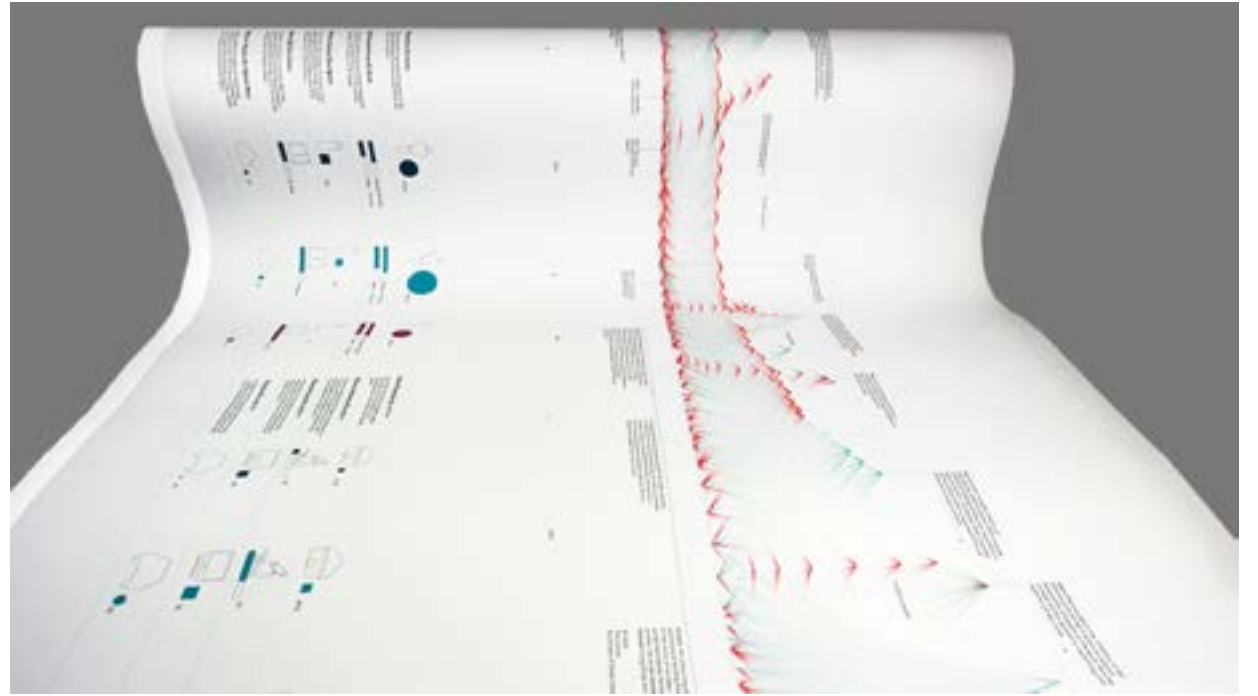
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**Population Science**  
Future population growth will happen in the least developed countries where birth rates remain the highest.

**Life Expectancy at Birth**  
Improved health care and medical advances will raise the expectancy from the global average of 72 years to 82 years.

**Global Inequality Per 100m**  
As of 2016, the world's population within the middle class is only 10% of the world's population.

**Global Inequality Per 100m**  
There are 1000 different types of medical devices on the market. They range from high cost, high tech diagnostic and therapeutic equipment to low cost, low tech devices.




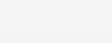


The Identity & Colour Scheme

Primary Colours

	
PANTONE P 670-14 C	PANTONE P 70-6 C
C 100 M 90 Y 0 K 10	C 35 M 65 Y 0 K 10
M 87 G 14	M 41 G 59
Y 94 Z 0	Y 44 Z 56
K 84	K 10

Secondary Colours

	
PANTONE P 119-6 C	PANTONE P 70-6 C
C 60 M 40 Y 0 K 10	C 35 M 65 Y 0 K 10
M 40 G 60	M 41 G 59
Y 0 Z 100	Y 44 Z 56
K 10	K 10

Primary Colours

	
PANTONE P 670-14 C	PANTONE P 70-6 C
C 100 M 90 Y 0 K 10	C 35 M 65 Y 0 K 10
M 87 G 14	M 41 G 59
Y 94 Z 0	Y 44 Z 56
K 84	K 10

the future

A: 100%  
B: 100%  
C: 100%  
D: 100%  
E: 100%

the future  
The critical drivers of global change

Logo  
Logo Type

Typography & Applications

Primary Colours

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Secondary Colours

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Primary Colours

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Primary Colours

Primary Colours  
Primary Colours  
Primary Colours



Applications



Signage & Applications



## Brand / Identity

### Hemodialysis Treatment In China

The motive of this project captured and framed the creation of the brand / identity of a specialist clinic based in china. This project was created by three additional designers. We had produced the stationeries and company's digital brand guideline for the in house team. My main role was to design all adverts/ banners and commercial related graphics.

#### Primary Colours

Pantone 7633 C  
C25 M37 Y30 K0  
R193 G161 B161  
Hex c1a1a0

Pantone 5493 C  
C51 M23 Y36 K0  
R133 G168 B163  
Hex 84a7a2

#### Primary Typeface

Lucida Bright Demibold  
Lucida Bright Regular  
Songti SC Bold  
Songti SC Light



A5 BROCHURE  
LANDSCAPE

## Dimensions

Width = 310mm  
Height = 145mm  
Gutter = 5mm  
Bleed = 5mm



## ROLL-UP BANNER

## Dimensions

Width = 900mm  
Height = 2000mm  
Gutter = 5mm

A4 POSTER  
PORTRAIT

## Dimensions

Width = 310mm  
Height = 257mm  
Gutter = 5mm



## BILLBOARD

## Dimensions

Width = 4000mm  
Height = 2000mm  
Gutter = 5mm  
Bleed = 5mm





# Damion Robinson

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Thank you!

Scroll for CV



## Contact

### Address

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Addington,  
Croydon, CRO 9DR

### Email / Phone

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gmail.com  
07804832523

## Clients

Dorling kindersley  
Tech Mix Magazine  
University Of The Arts London  
NewStateman  
TG Trading  
V&A Museum  
Rise & Grid Apparel  
Sylvia Bakery  
Pleasant Bakery

## Skill sets

### Set 01 - Theory

Grid & Layout  
Typography Knowledge  
Colour Theory Knowledge  
Image Editing  
Interface Design  
Creative Thinking  
Verbal Communication  
Visual Communication  
Analytical / Critical thinking  
Print & Layout Design  
Photography  
Networking  
Social Media Marketing

### Set 01 - Technical

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Sketch / Zeplin  
Adobe Dreamweaver  
IntelliJ IDEA  
Brackets / Code-Kit  
HTML / CSS  
Microsoft Word  
Microsoft Powerpoint  
Microsoft Excel

### Set 03 - Personal

Friendly & approachable  
Able to work in a team  
Practice attention to details  
Open for suggestion/ willingness  
Organised & Professional

## Education

### September 2012 - June 2016

BA (Hons) Graphic and Media Design / Diploma in Professional Studies. University of the Arts London - London College of Communication

### September 2010 - June 2012

BTEC- Diploma in professional Studies  
ST. Francis XAVIER

### September 2006 - June 2010

Addington High School

## Awards & achievement

### Exhibitions

UAL - Summer Degree Show  
Ukadia - Raven Bourn University - With Grayson Perry  
ST. Francis Xavier - Design Show

### Awards

UAL Fund Trust

## Experience

### Assistant Teacher - London College Of Communication

#### August 2015 - April 2016

During the academic terms, I was offered the opportunity to teach typography and graphic design as an assistant teacher on the summer programs; whilst being a mentor to incoming students and below years. (My recent role was to design a program and to teach as an assistant tutor to the thesis / design groups of the year two students).

#### Graphic Designer/ TG Trading

#### August 2015 - November 2015

Worked along side four talent designer to create a entire brand / identity for a Hemodialysis Treatment Centre in China.

#### Dorling Kindersley Publishing / Penguin Group

#### September 2014 - July 2015

Worked with the knowledge team to assist in the completion of book dummies for the London fair. Additionally, I was assigned to design and completed elements for the picture pedia-books. (Illustrations / icons & editorial design)

#### Design Intern/ NewStateman

#### December 2014 - January 2015

Researching and creating political content, for the magazine pages, being critical and analytical to each page. This position was held whilst working along side the editorial team.

#### Creative Designer / Techmix Magazine

#### August 2014 - December 2014

Creating and editing content for clients, presenting the companies ideas and philosophy, whilst researching into the current market and analysing new ways for revenue / income. ( Designing Presentations / brochures and advertising graphic)

#### Student Ambassador / University Of The Arts London

#### September 2012 - November 2014

I became a Student Ambassador and joined the University's program where I undertook various roles which included mentoring other students from the University and partner Colleges, creating and working at events and managing public relation via good communication.

#### Assistant/ Bank Of America

#### September 2010 - January 2011

Working with the child line help line and designing the community logo, I was given a chance to have an interview with bank of America. My role was simple, to work with the customers and cater to their needs, utilizing my communication skills as a method of means.

#### Assistant/ Child Help Foundation

#### January 2010 - July 2010

Trained and worked with child help line at the end of high school for couple of months, this thought me how to communicate to both young and old. My role was to work alongside, students my age, bringing better communication to the young ones who need advice and assistance.